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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Apr 3


## C-SPAN: Private industry committed to public service.

IN 1977, the House of Representatives voted to allow television coverage of its proceedings. Bob Rosencrans was then president of a large cable company known as UA-Columbia.

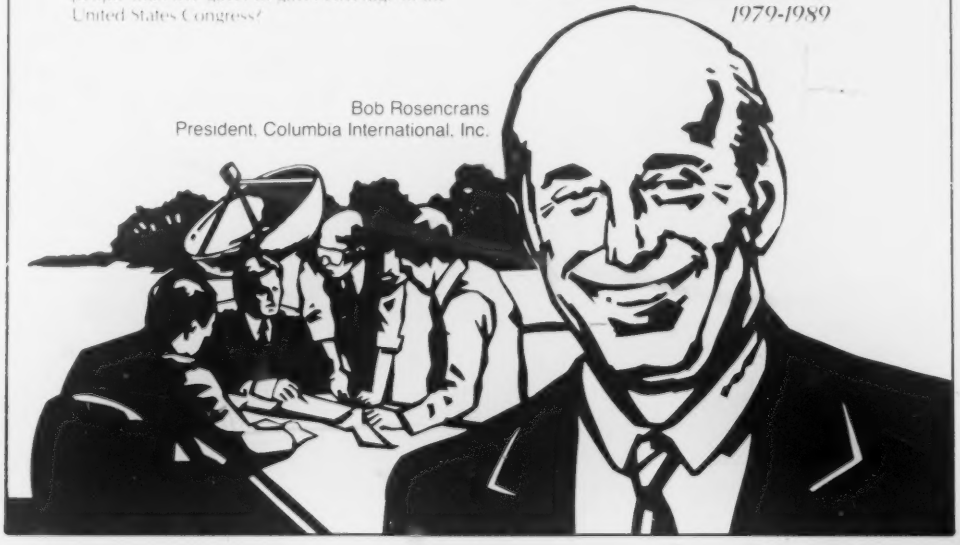
The son of Russian and Austrian immigrants, Bob grew up in New York during the New Deal and World War II. "We were a very idealistic family," he recalls.

The idea of creating a cable public affairs network to televise Congress was being widely discussed. While many saw value in the concept, Bob and his business associate, Ken Gunter, were ready to move ahead. Together they made the initial contribution to start C-SPAN. What better gift, they asked, could this growing private industry make to the American people than live gavel-to-gavel coverage of the United States Congress?

Bob Rosencrans' contribution proved to be only the first step as other cable industry leaders soon followed suit. The result was enough seed money to enable cable's public affairs channel to launch successfully, with Bob as its first chairman.

Thanks to Bob Rosencrans' continuing efforts, C-SPAN is a true cable cooperative, enthusiastically supported by another idealistic family – 40 of the industry's top companies.

C-SPAN
Tenth Anniversary
1979-1989



Bob Rosencrans
President, Columbia International, Inc.


BETHESDA MD 20814

4520 EAST-WEST HWY
COVGRESSNL INFO SRV **SAMPLE
SRI ACQ
20814SRI AT8501 ZWZ
**********5-DIGIT 20814

Hispanic Broadcasting
C-SPAN turns 10

58th Year 1989

# Broadcasting Apr 3

Vol. 116 No. 14


**Cable inroads...** TIO's last Roper study of attitudes toward TV says viewers rank cable television higher than broadcast stations in terms of programing quality and variety, and broadcast services receive high marks for news coverage. **PAGE 27.**

**Moving into the mainstream...** BROADCASTING's special report on Hispanic broadcasting examines $400 million-plus business in growing market served by stations, broadcast and cable networks, rep firms and advertising agencies. **PAGE 37.**

**Ten years and counting...** It's been 10 years since Cable-Satellite Public Affairs Network opened window on Washington. It has since made its name not only by

C-SPAN

covering House and Senate, high-profile 15% of political iceberg, but by documenting other 85%, hearings and association meetings, press conferences and speeches, that are undeniable—and now accessible—currency of politics. **PAGE 62.**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FCC moves to curb "abuses" of its comparative renewal and petition to deny processes.

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U.S. Court of Appeals declares distress sale policy unconstitutional.

34/**EAST MEETS WEST**
Eastman Radio wins representation of Westwood One's three owned-and-operated radio stations and Malrite Communications FM station.

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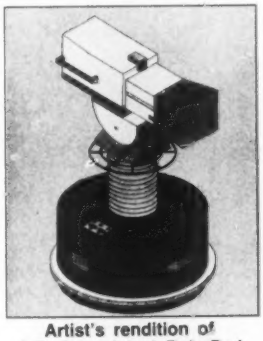
Panelists examine growth of barter syndication during Upfront '89 conference in New York.

57/**INDECENT EXPOSURE**
FCC and 17 media and public interest groups take interest in dial-a-porn case, seen as preview of broadcast indecency decision.

56/**SONY'S SWITCHERS**
Sony Broadcast Products Co. broadens its offerings to include production switchers.

55/**BEHIND THE LENS**
Although manufacturers say there are few technological breakthroughs to report in cameras, their increasing applications for field and studio are expected to be evident at NAB convention.

**Artist's rendition of A.F. Associates' RoboPed**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President George Bush brings his own style to dealings with White House press.

72/**REPERCUSSIONS**
As United States negotiates for frequency for TV Marti test,

Florida stations report that power increases of Cuban outlets on their frequencies are drowning them out, possibly in retaliation for Radio Marti. One affected: Adib Eden Jr.'s (above) WRFM(FM) Hialeah, Fla.


73/**AM STEREO**
With patent infringement battles over AM stereo technology continuing, many stations are waiting before trying it. In meantime, those AM stations that have chosen to broadcast in stereo look for new ways to promote that fact.

95/**NEWSMAN FOR ALL SEASONS**
Although NBC News President Michael Gartner has built his career on printed word, he says his approach to electronic media is still same.

96/**SNOW SUIT**
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## Crossownership

*Telco-cable*—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13 saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

*Duopoly, one-to-a-market*—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

*Broadcast-newspaper*—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

## Direct Broadcast Satellites

■ Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. C-band satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

FCC staff says that, once its paired orbital assignment proposal is settled—not for "several months"—assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

## High-Definition TV

House Telecommunications Subcommittee members and government and industry witnesses at hearings held March 8-9 questioned State Department's support for 1,125/60 HDTV production system before CCIR. Following hearings, Subcommittee Chairman Ed Markey (D-Mass.) and John Dingell (D-Mich.), latter chairman of parent Energy and Commerce Committee, sent letter to State Department asking it to discontinue support for 1,125/60 while U.S. government's decision is reconsidered by Commerce Department.

Commerce's National Telecommunications and Information Administration recently received comments on inquiry into HDTV production systems. Opinion over whether U.S. government should continue to support establishment of 1,125/60 as world standard was split. Out of 37 filings, 13 supported, 17 opposed and seven did not give specific position on 1,125/60.

Commerce Secretary Robert Mosbacher told lawmakers at March 8 hearing he has made HDTV top priority and is anxious to work with Congress. He is expected to report back to subcommittee with recommendations on how U.S. can become serious player in anticipated HDTV marketplace. Two bills aimed at encouraging development and manufacturing of HDTV equipment are pending in House but no immediate action is expected.

Defense Department will provide up to $30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution

## BY THE NUMBERS

Summary of broadcasting and cable

**BROADCASTING**

| SERVICE | ON AIR | CP's[1] | TOTAL* |
|---|---|---|---|
| Commercial AM | 4,948 | 268 | 5,216 |
| Commercial FM | 4,174 | 676 | 4,850 |
| Educational FM | 1,383 | 257 | 1,640 |
| [illegible] | [illegible] | [illegible] | [illegible] |
| FM translators | 1,689 | 392 | 2,081 |
| Commercial VHF TV | 545 | 24 | 569 |
| Commercial UHF TV | 517 | 229 | 746 |
| Educational VHF TV | 121 | 6 | 127 |
| Educational UHF TV | 217 | 28 | 245 |
| [illegible] | [illegible] | [illegible] | [illegible] |
| VHF LPTV | 300 | 205 | 505 |
| UHF LPTV | 324 | 1,508 | 1,832 |
| [illegible] | [illegible] | [illegible] | [illegible] |
| VHF translators | 2,717 | 118 | 2,835 |
| UHF translators | 2,111 | 457 | 2,568 |

**CABLE†**

| | |
|---|---|
| Total subscribers | 49,538,000 |
| Homes passed | 73,900,000 |
| Total systems | 8,000 |
| Household penetration† | 54.8% |
| Pay cable penetration | 32% |

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

368-3553.

**April 10-12**—*Association of National Advertisers* media strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

■ **April 11**—"Minorities in the Media: No Shortcuts," seminar sponsored by *Center for Communication*. General Electric auditorium, New York. Information: (212) 836-3050.

**April 12**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Marc Lustgarten, president, CEO, Rainbow Program Enterprises. Copacabana, New York. Information: (212) 765-2450.

■ **April 12-13**—*Museum of Broadcasting* seminar, "Radio with Personality," featuring radio personalities John Gambling, Jim Lowe, Dave Herman, Joe O'Brien, Dick Purtan, Cleveland Wheeler, Alan Colmes, Mike Feder, Marty Glickman, Bill Randle and Alison Steele. Museum, New York. Information: (212) 888-7385.

**April 12-14**—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information: Richard Ekfelt, (202) 452-1070.

**April 12-14**—*Indiana Broadcasters Association* spring conference. Carlton Lodge, Merrillville, Ind.

■ **April 13**—*Women in Cable, Chicago chapter*, meeting. "Workforce 2000." Holiday Inn O'Hare, Chicago. Information: Claire Wilkenson, (312) 530-4477.

**April 13-16**—"High Standards," *American Medical Association* health reporting conference. Sheraton Boston hotel, Boston. Information: (312) 645-5102.

**April 14**—"Public Policy to Improve Children's Television: What Other Countries Are Doing," colloquium co-sponsored by *Annenberg Washington Program* and *American Children's Television Festival*, Annenberg Program, Willard office building, Washington. Information: (202) 393-7100.

**April 14-15**—Reunion of former employes of WTBC and WUOA, from 1946 to 1984, in connection with *University of Alabama*. Information: Ed Mullins, (205) 348-5520.

**April 15**—12th annual Great Lakes Radio Conference. *Central Michigan University*, Mount Pleasant, Mich. Information: David Schock, (517) 774-7277.

**April 15**—KCSM-FM-TV San Mateo (San Francisco Bay area) "alumni reunion." Information: Nancy Eddy, (415) 883-0174 or P.O. Box 961, Novato, Calif. 94948.

**April 17-19**—*Association of National Advertisers* creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

**April 18**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Robert Wright, president-CEO, NBC. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

**April 19**—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, *Newsday*. Marriott hotel, Washington.

■ **April 19**—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Topic: "The 1990's: the Interactive Decade." Speakers: Phil Boyer, senior VP-international and program development, Capital Cities/ABC Video Enterprises; Norman Horowitz, president-CEO, MGM/UA Telecommunications; Ronald A. Katz, president/CEO, FDR Interactive Technologies, and Lee Masters, executive VP-general manager, MTV: Music Television. Copacabana, New York. Information: (212) 765-2450.

**April 19-22**—Seventh annual National Hispanic Media Conference, hosted by *National Association of Hispanic Journalists, Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications*. Convention Center, San Juan, Puerto Rico. Information: (202) 783-6228.

**April 19-23**—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra, (501) 569-3254.

**April 20**—*International Radio and Television Society* newsmaker luncheon. Speakers: Geraldo Rivera and Sally Jessy Raphael, talk show hosts; Bud Carey, VP-general manager, WNBC-TV New York, and Marvin Kitman, media critic, *Newsday*. Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 20-21**—*National Association of Telecommunications and Advisors* regional telecommunications conference. Adam's Mark hotel, St. Louis.

**April 21**—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. Chicago Hilton, Chicago. Information: Sarah Key, (213) 282-8801.

**April 21**—*National Academy of Television Arts and Sciences* presidents' programing conference. Weston hotel, Atlanta. Information: Trudy Wilson, (212) 586-8424.

**April 21-22**—*Kentucky Cable Television Association* general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

**April 21-26**—25th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France.

**April 24**—"Cable: Remaking the Deal," luncheon panel on how cable is changing the flow of programing in Hollywood, sponsored by *National Academy of Cable Programing* during National Cable Month. Beverly Wilshire hotel, Los Angeles. Information: Lisa Taylor, (202) 775-3611.

**April 24**—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. New Orleans Hilton, New Orleans. Information: Sarah Key, (213) 282-8801.

■ **April 26**—*Canadian Association of Broadcasters* forum, "Taking the Lead," "a far-ranging plan that sets the course for private broadcasting in the 1990's." King Edward hotel, Toronto. Information: (613) 233-4035.

**April 26**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael Gartner, president, NBC News. Copacabana, New York. Information: (212) 765-2450.

**April 27**—*National Radio Standards Committee* meeting. Room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

**April 27-29**—*Broadcast Education Association*'s 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

**April 28**—"Current Business Opportunities in HDTV," seminar sponsored jointly by law firm of *Davis, Graham & Stubbs* and *HDTV Newsletter*. Ramada, Las Vegas. Information: Renee Friedman, (303) 892-9400.

**April 28-29**—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

**April 29-May 2**—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

**April 29-May 3**—37th general assembly of World Federation of Advertisers, hosted by *Association of National Advertisers*. Washington. Information: (212) 697-5950 or (202) 659-3711.

**April 30**—*Digital audio interfacing committee* meeting. Meeting room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

## May

■ **May 1**—*Royal Television Society* annual meeting, hosted by Capital Cities/ABC, during National


The Fifth Estate

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**Sol Taishoff (1904-1982)**

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□

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □


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as the White House, Capitol Hill, the Federal Reserve and the FDA; *Market Movers*, live reports from Hillary Johnson focusing on corporate takeovers and leveraged buyouts, and *Money Management*, live interviews with money managers or personal finance experts. According to a CNBC spokesman, not all segments will necessarily appear every day, and others may be added as the need arises.

Progams will originate from CNBC's studios in Fort Lee, N.J., and will include stories from CNBC bureaus in Los Angeles, Washington, London and Tokyo. The team of daily anchors includes Gail Buckner, Leslie Carde, Lois Hart, Sue Herera, Dean Sheppherd, John Stehr and Dave Walker.

CNBC executive producer Bob Davis and Peter Sturtevant, director of news programing, will oversee three production teams. □

## Imagine

Paramount Pictures Corp. has created Paramount Images, a new division created to produce television commercials for its advertising clients. Paul Babb has been named the executive producer of the unit. Said Babb, who was most recently executive producer at the Haboush Co.: "I am delighted to be working with Paramount and look forward to a rewarding creative association with the best studio in town. Paramount has brought togetner a diverse group of directors to give our clients a wide range of style and approach to commercial production." Among the directors assembled are Bob Carmichael, James Contner and Victor Haboush. Guest directors who will work on projects include Bob Clark, Joe Dante, Steve Miner and Leonard Nimoy. Clients to date include McDonald's, Subway Sandwiches, Quaker Oats' Kibbles and Bits, The Houston Chronicle, Friskies and Crayola Crayons, said Babb.

## Syndication Marketplace

**Casablanca IV** said its mini-series, *Champagne Charlie*, to air this spring, has cleared 36 of the top 40 markets covering 75% of the country. The barter program is about the life of 19th century champagne czar, Charles Heidsieck.

□

**Kushner-Locke Co.** has announced four new two-hour prime time syndication specials for this year. *The Hunt for Stolen War Treasures...Continues*, is a sequel to the previously announced *Hunt for Stolen War Treasures* that airs April 24. The sequel is scheduled for late summer. Linda Yellen serves as executive producer on both projects. Next fall the company will offer *The Drug Lords...Live*, examining illicit drug trafficking. A two-hour Halloween special, as yet untitled, will be produced by Robert Englund ("Nightmare on Elm Street"). The fourth new special is *The Weapons of War...World War III*, which will examine technological innovations in weaponry. *Weapons* is slated for a December telecast.

□

**Orbis Communications** reports its upcoming special, *See Dick & Jane Cheat & Steal: Teaching Morality to Kids*, has cleared 172 markets covering 98% of the country. Produced by Arnold Shapiro (*Scared Straight*), the one-hour special is said to examine "our national ethics crisis." Actor-producer Tom Selleck hosts.

□

**ITC Distribution**, Studio City, Ca., said it has cleared its new weekly *Secrets and Mysteries* in six of top 10 markets, including WCBS-TV New York, KABC-TV Los Angeles, and WPWR-TV Chicago. So far more than 30 stations have cleared show, which explores occult and supernatural, and is scheduled to debut next fall.

## Week 27 delivers 37 million households, ABC wins news

NBC won the prime time week ended March 26 with a 14.9 rating and a 25 share. ABC came in second with a 14.4/24.1. CBS claimed an 11.6/19.5. In the evening news race, ABC's *World News Tonight* won the week with its 10.8/20 over CBS's 10.5/20 and NBC's 9.6/19.

ABC and NBC won three nights each, leaving CBS with a Sunday-night win. ABC won Monday, Tuesday and Friday, while NBC took Wednesday, Thursday and Saturday.

| | Nielsen | | Net | | Show |
|---|---|---|---|---|---|
| 1 | 25.7/38 | A | | | Roseanne |
| 2 | 24.5/38 | A | | | ABC Monday Movie |
| 3 | 22.5/38 | N | | | Cosby Show |
| 4 | 21.8/34 | A | | | Who's the Boss? |
| 5 | 20.8/32 | A | | | Wonder Years |
| 6 | 20.5/36 | N | | | Golden Girls |
| 7 | 20.0/33 | N | | | Day by Day, special |
| 8 | 19.8/32 | N | | | Cheers |
| 9 | 19.6/35 | N | | | Empty Nest |
| 10 | 19.5/33 | N | | | L.A. Law |
| 11 | 18.9/29 | A | | | Anything but Love |
| 12 | 18.0/28 | N | | | ALF |
| 13 | 17.8/35 | C | | | 60 Minutes |
| 14 | 17.6/29 | A | | | Growing Pains |
| 15 | 17.4/28 | A | | | Head of the Class |
| 16 | 17.0/28 | N | | | Dear John |
| 17 | 16.9/28 | C | | | Murder, She Wrote |
| 18 | 16.7/27 | N | | | Unsolved Mysteries |
| 19 | 16.4/25 | N | | | Hogan Family |
| 20 | 16.4/31 | N | | | Hunter |
| 21 | 16.1/27 | N | | | Peter Pan |
| 22 | 16.0/25 | N | | | Night Court |
| 23 | 15.8/24 | N | | | In the Heat of the Night |
| 24 | 15.7/26 | A | | | Full House |
| 25 | 15.6/27 | A | | | thirtysomething |
| 26 | 15.6/29 | A | | | 20/20 |
| 27 | 15.6/25 | C | | | Jake and the Fatman |
| 28 | 15.1/25 | A | | | Mr. Belvedere |
| 29 | 15.1/22 | C | | | Designing Women |
| 30 | 14.9/25 | N | | | NBC Sunday Movie |
| 31 | 14.7/26 | A | | | ABC Sunday Movie |
| 32 | 14.6/22 | C | | | Murphy Brown |
| 33 | 14.3/22 | A | | | MacGyver |
| 34 | 14.2/23 | A | | | Just the Ten of Us |
| 35 | 14.0/22 | N | | | My Two Dads |
| 36 | 13.8/25 | N | | | Bob Hope Easter Special |
| 37 | 13.6/21 | C | | | Newhart |
| 38 | 13.3/22 | A | | | Perfect Strangers |
| 39 | 12.9/23 | N | | | Nightingales |
| 40 | 12.8/21 | C | | | CBS Sunday Movie |
| 41 | 12.6/20 | C | | | Live-In |
| 42 | 12.5/20 | A | | | Coach |
| 43 | 12.5/19 | N | | | Highway to Heaven, special |
| 44 | 12.4/19 | C | | | Heartland |
| 45 | 12.4/22 | C | | | Wiseguy |
| 46 | 12.4/19 | N | | | NBC Monday Movie |
| 47 | 11.9/20 | C | | | Kate and Allie |
| 48 | 11.8/21 | N | | | AFI Achievement Award |
| 49 | 11.7/21 | N | | | Super Bloopers and Jokes |
| 50 | 11.3/19 | C | | | CBS Sports: NCAA Champ., Thu. 1 |
| 51 | 11.2/18 | A | | | Hooperman |
| 52 | 11.2/23 | C | | | CBS Sports: NCAA Champ., Fri. 2 |
| 53 | 11.1/20 | A | | | China Beach |
| 54 | 11.1/19 | C | | | CBS Sports: NCAA Champ., Fri. 1 |
| 55 | 11.1/22 | C | | | CBS Sports: NCAA Champ., Thu. 2 |
| 56 | 10.9/18 | A | | | Dynasty |
| 57 | 10.4/17 | F | | | Married...With Children |
| 58 | 10.3/19 | C | | | Bugs Bunny Easter Special |
| 59 | 10.0/17 | F | | | America's Most Wanted |
| 60 | 9.8/15 | C | | | Tour of Duty |
| 61 | 9.7/17 | C | | | NCAA Champ. pregame, Fri. |
| 62 | 9.4/17 | N | | | Magical World of Disney |
| 63 | 9.2/15 | C | | | Hard Time on Planet Earth |
| 64 | 9.0/17 | C | | | NCAA Champ. pregame, Thu. |
| 65 | 8.8/15 | A | | | Man Called Hawk |
| 66 | 8.7/16 | A | | | Mission: Impossible |
| 67 | 8.5/14 | C | | | CBS Tuesday Movie |
| 68 | 8.2/14 | A | | | ABC Family Classic |
| 69 | 8.1/14 | A | | | Heartbeat |
| 70 | 7.8/15 | C | | | West 57th |
| 71 | 6.4/12 | A | | | Men |
| 72 | 6.2/11 | F | | | Cops |
| 73 | 5.9/11 | F | | | 21 Jump Street |
| 74 | 5.2/9 | F | | | Reporters |
| 75 | 5.0/8 | F | | | Garry Shandling Show |
| 76 | 4.5/8 | C | | | TV 101 |
| 77 | 4.5/7 | F | | | Tracey Ullman Show |
| 78 | 4.4/8 | F | | | Beyond Tomorrow |
| 79 | 3.9/7 | F | | | Duet |

### Cassandras *

(Week ending March 19)

| | | | | |
|---|---|---|---|---|
| 1. | 15.3 | Wheel of Fortune (Syn.) | 230 | 99 |
| 2. | 13.1 | Jeopardy | 214 | 97 |
| 3. | 11.0 | Cosby Show | 197 | 97 |
| 4. | 9.6 | Universal Pic. Debut Net. | 140 | 95 |
| 5. | 9.4 | Wheel of Fortune (Wknd.) | 195 | 92 |
| 6. | 8.9 | Star Trek | 235 | 97 |
| 7. | 8.7 | Oprah Winfrey Show | 217 | 99 |
| 8. | 7.1 | Current Affair | 145 | 88 |
| 9. | 7.0 | Entertainment Tonight | 161 | 92 |
| 10. | 6.6 | Donahue | 224 | 99 |
| 11. | 6.5 | Geraldo | 192 | 99 |
| 12. | 5.9 | Mama's Family (Syn.) | 190 | 92 |
| 13. | 5.8 | Star Search | 143 | 94 |
| 14. | 5.7 | People's Court | 189 | 94 |
| 15. | 5.6 | Superboy | 174 | 92 |

The following programs are included, but not ranked:

| | | |
|---|---|---|
| 5.7 All Pro Wrestling Net. | 83 | 76 |
| 5.9 Wrestling Network | 143 | 90 |
| 10.1 World Wrestling Fed. | 232 | 96 |

* Nielsen syndicated weekly pocketpiece

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